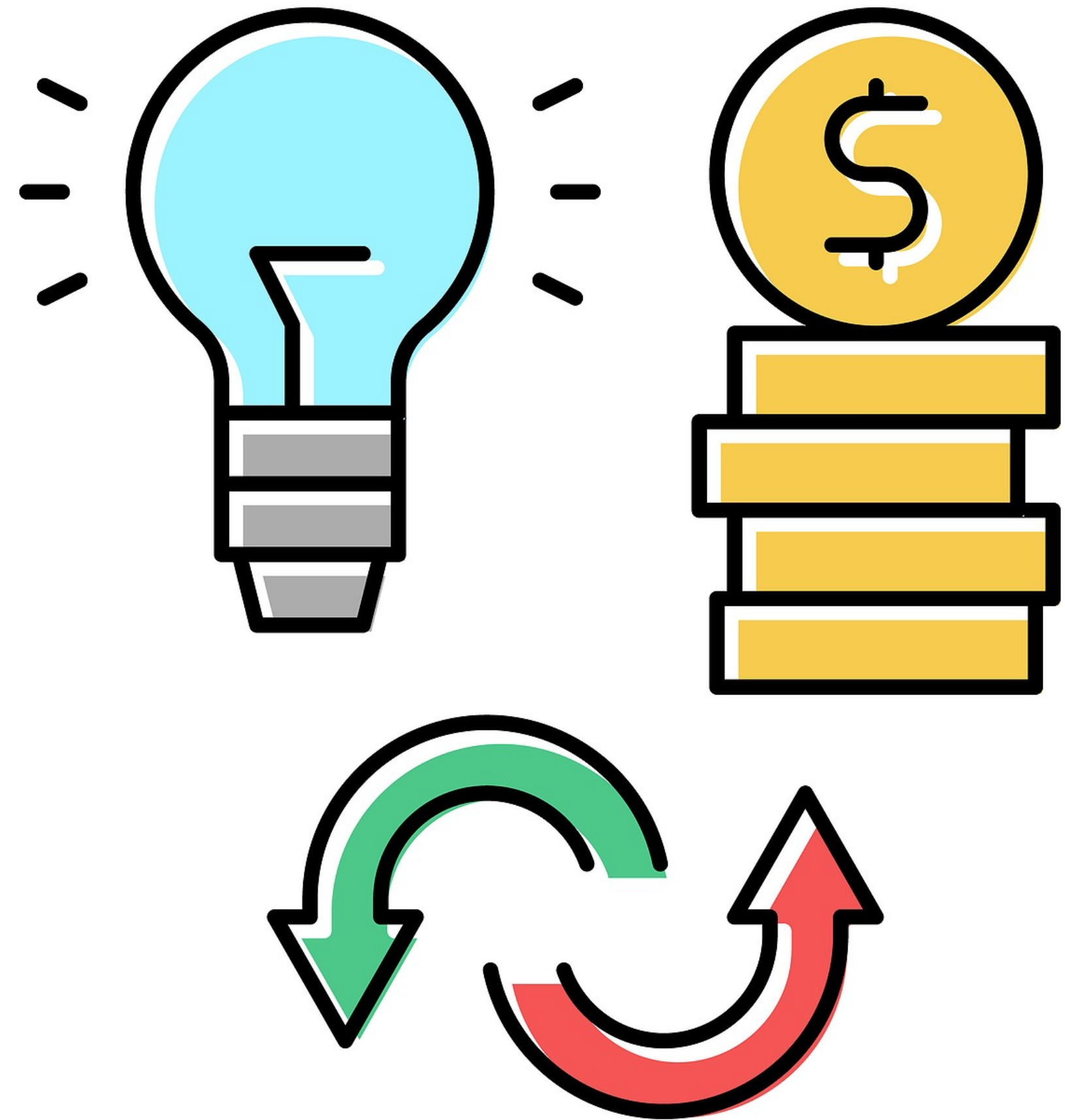
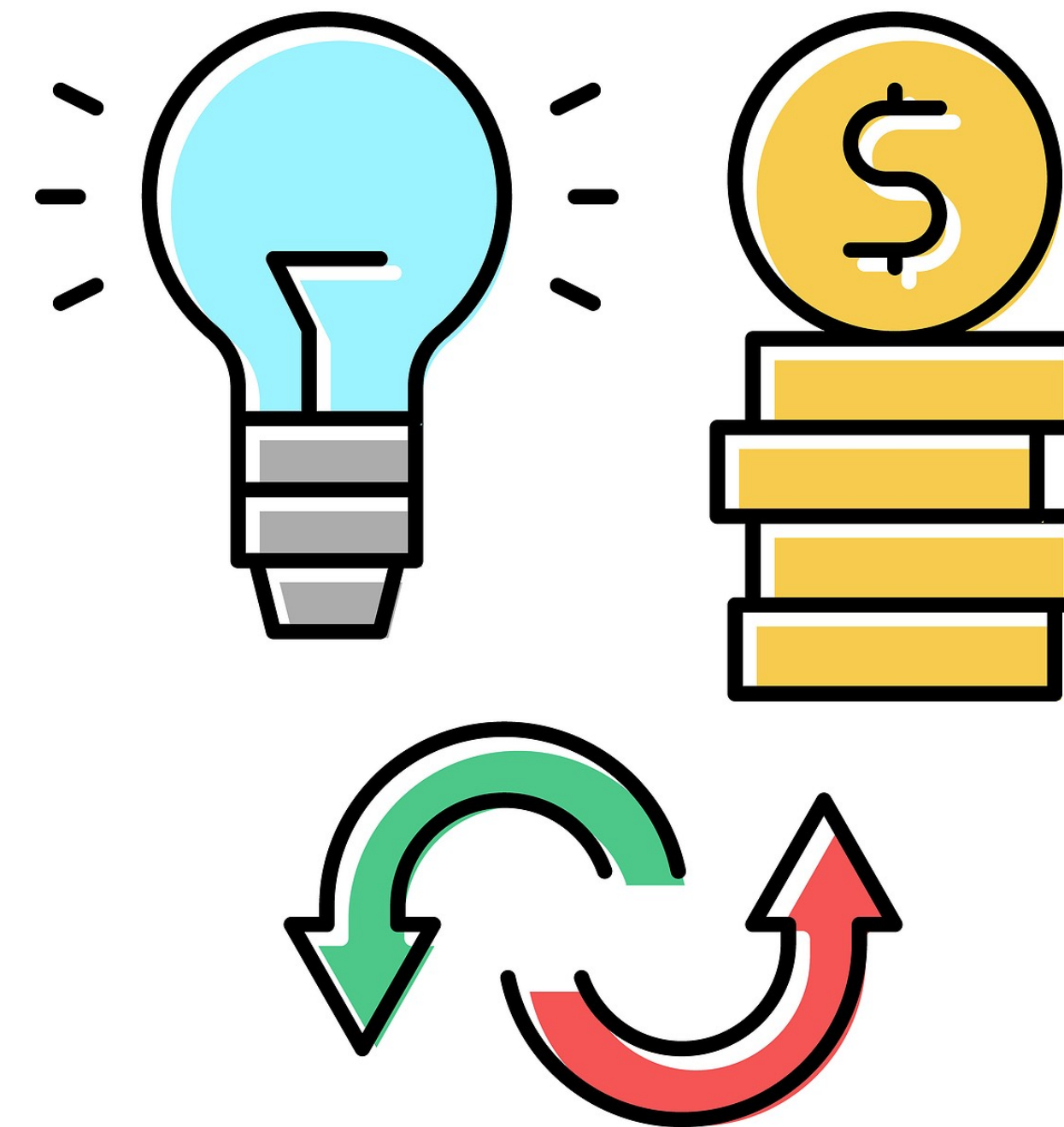


Principles of the Author Creator Economy



- (1) Ownership and control of intellectual property
- (2) Flow and speed of money
- (3) Ownership and control of customer data
- (4) Power and permission => empowered author mindset



Ownership and control of intellectual property



What is intellectual property?

“Intellectual property is something that **you create using your mind** - for example, a story, an invention, an artistic work or a symbol.

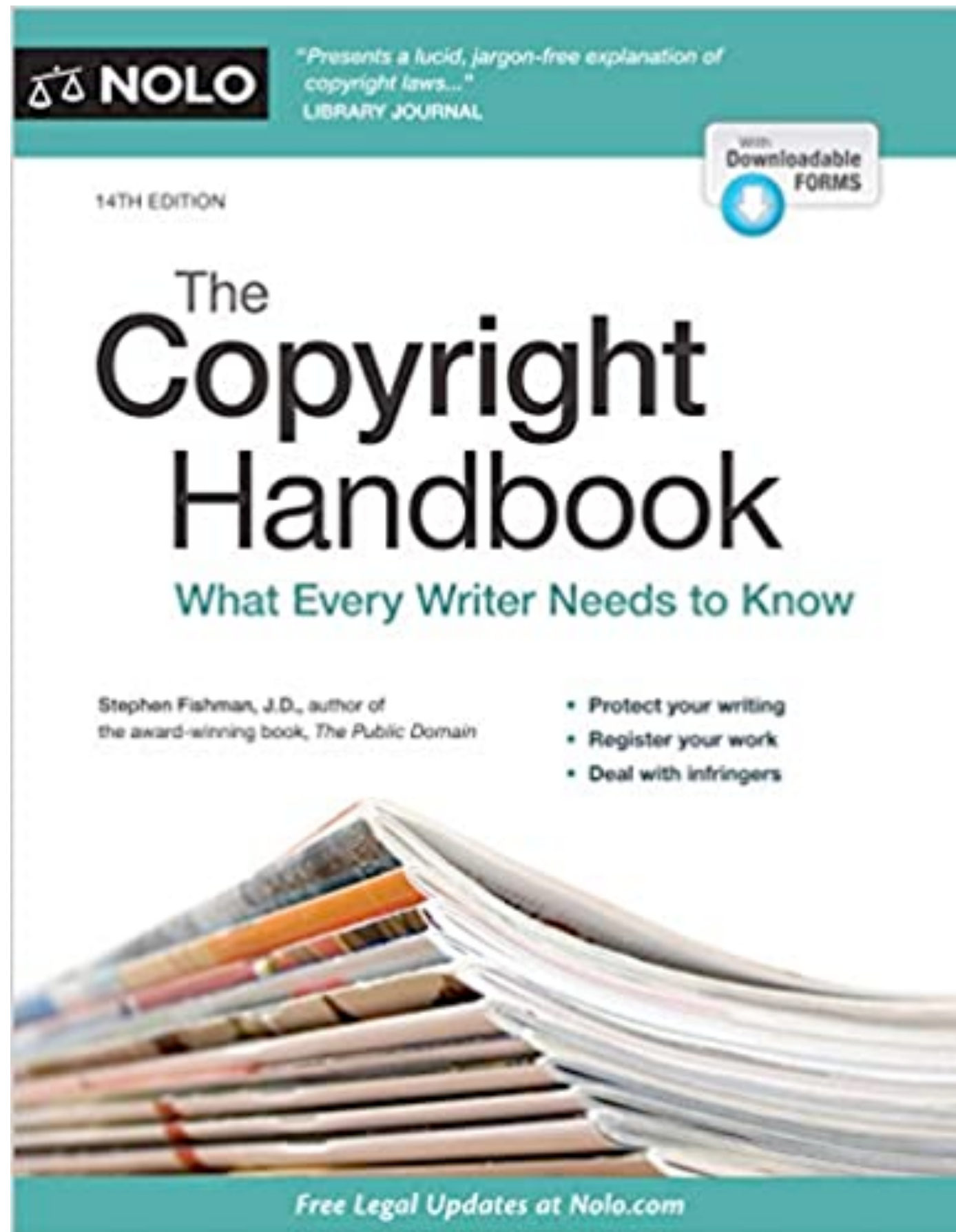
Copyright, patents, designs and trade marks are all forms of intellectual property.

You automatically get copyright protection when you create: original literary, dramatic, musical and artistic work, including illustration and photography; original non-literary written work, such as software, web content and databases; sound and music recordings; film and television recordings; broadcasts; the layout of published editions of written, dramatic and musical works



“An asset is a resource with economic value that is **owned and controlled** with the expectation of providing **future benefit.**”

Investopedia



We write books -> we create intellectual property assets.

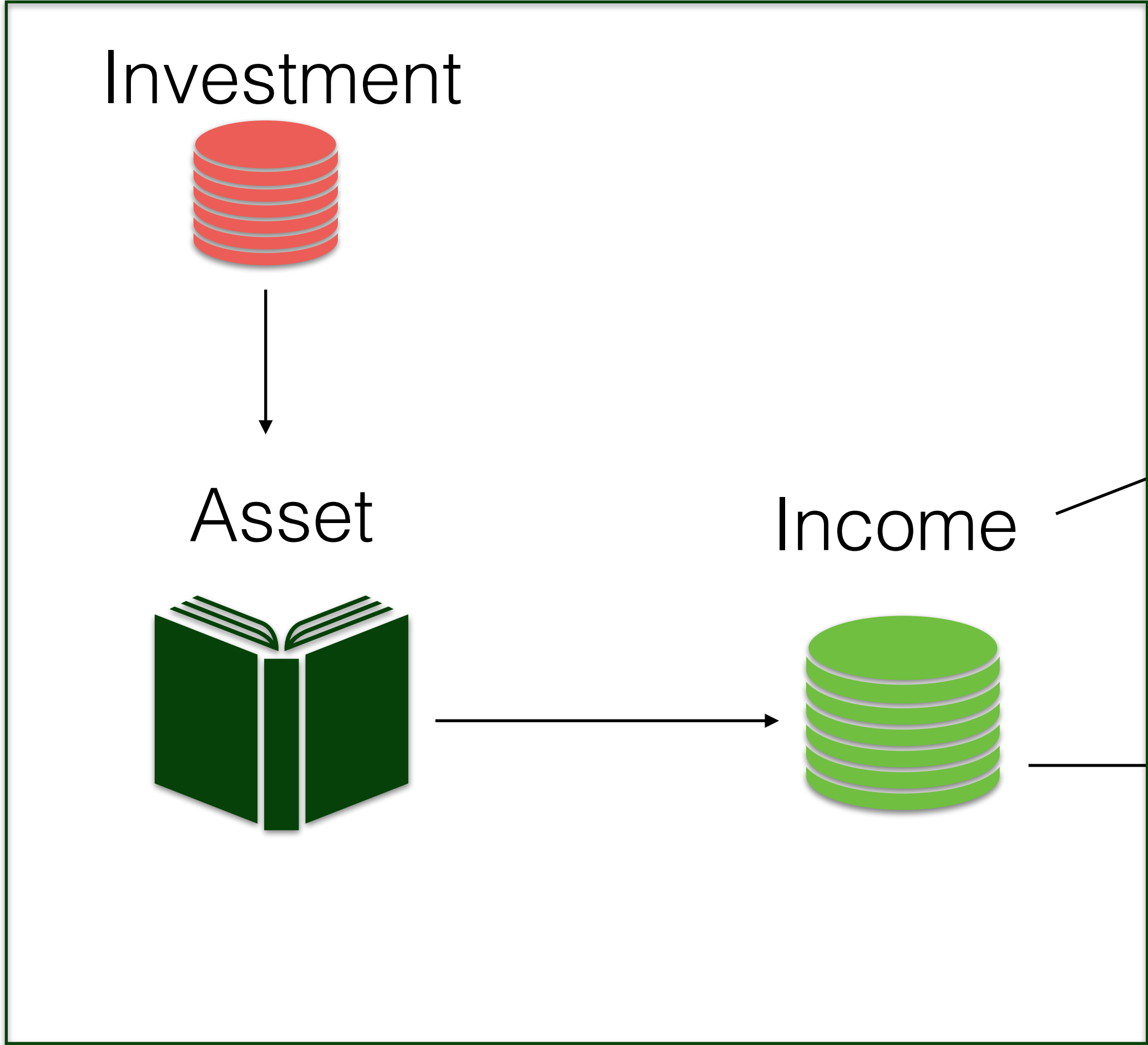
We license copyright — which can be split many, many different ways in contracts.

Terms and Conditions on websites like Amazon KDP etc are also contracts for licensing.

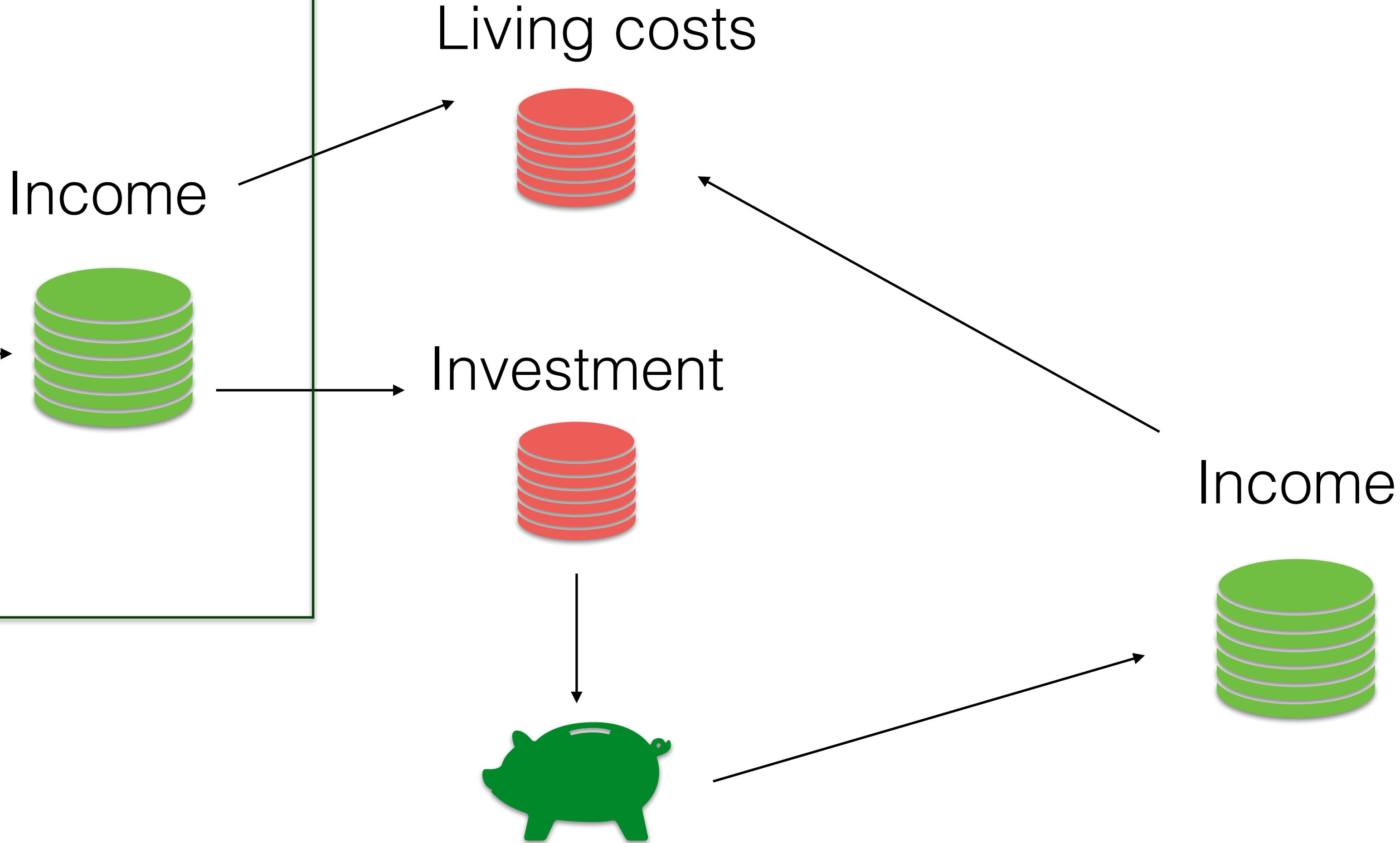


<https://www.allianceindependentauthors.org/copyright-bill-of-rights/>

Assets produce income.
Create assets. Buy assets.



Creative business



Super, SIPP, ISAs/IRAs, Property, other ...

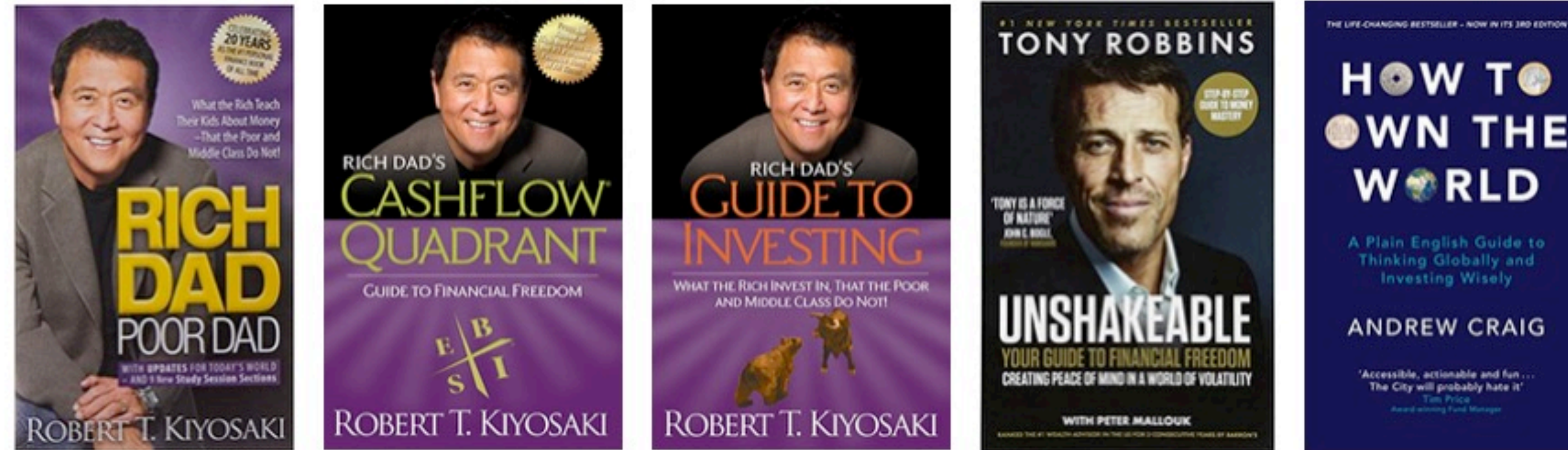


“Control and ownership
... bring with it the
promise of future wealth.”

Felix Dennis,
How to Get Rich

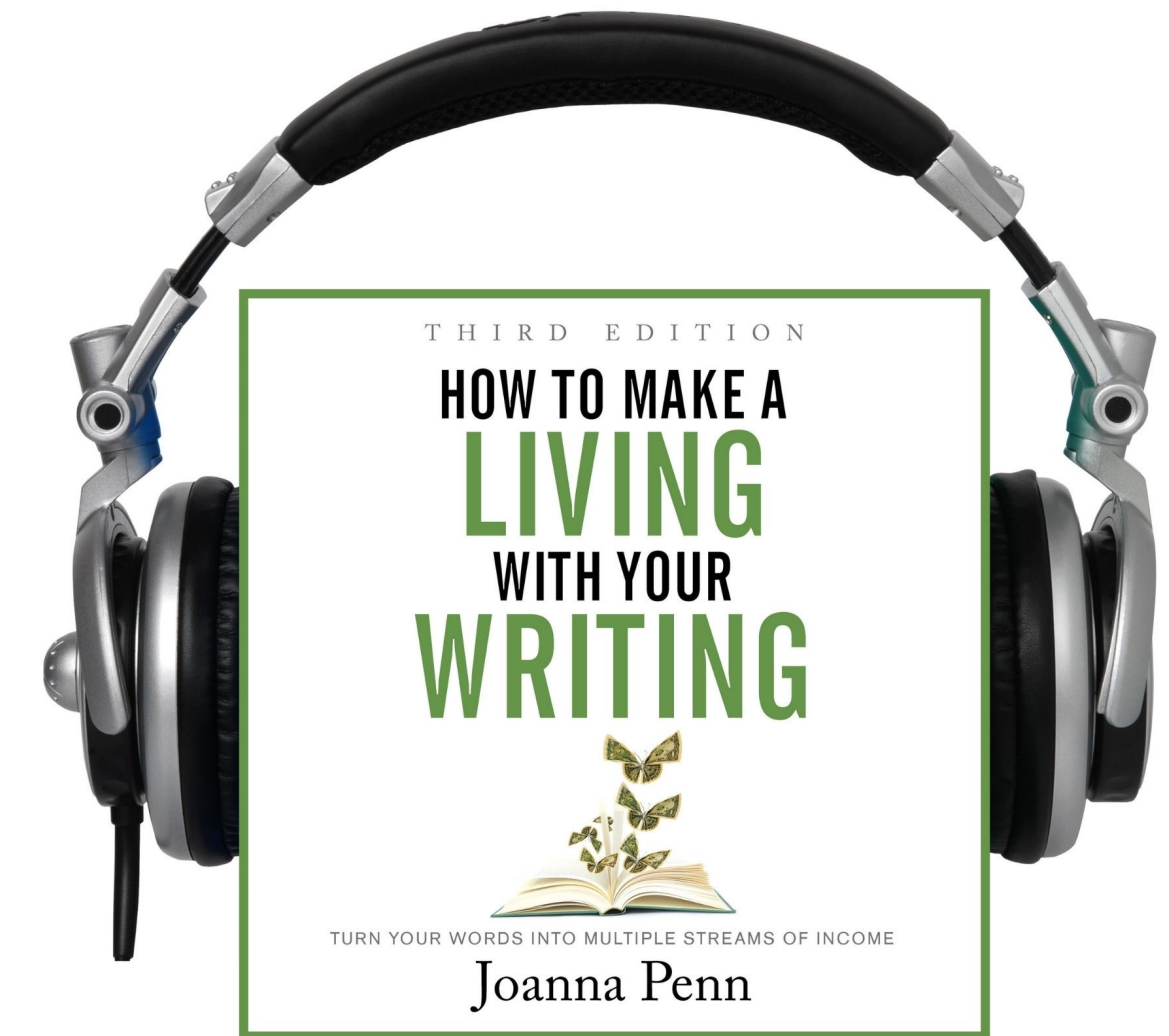
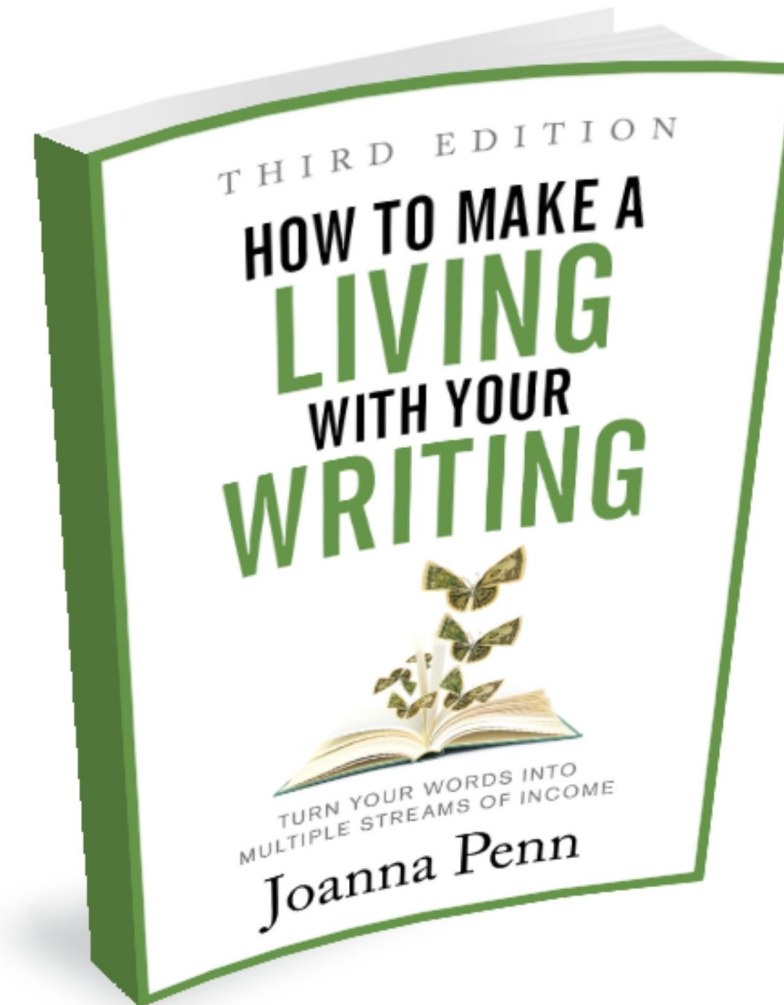
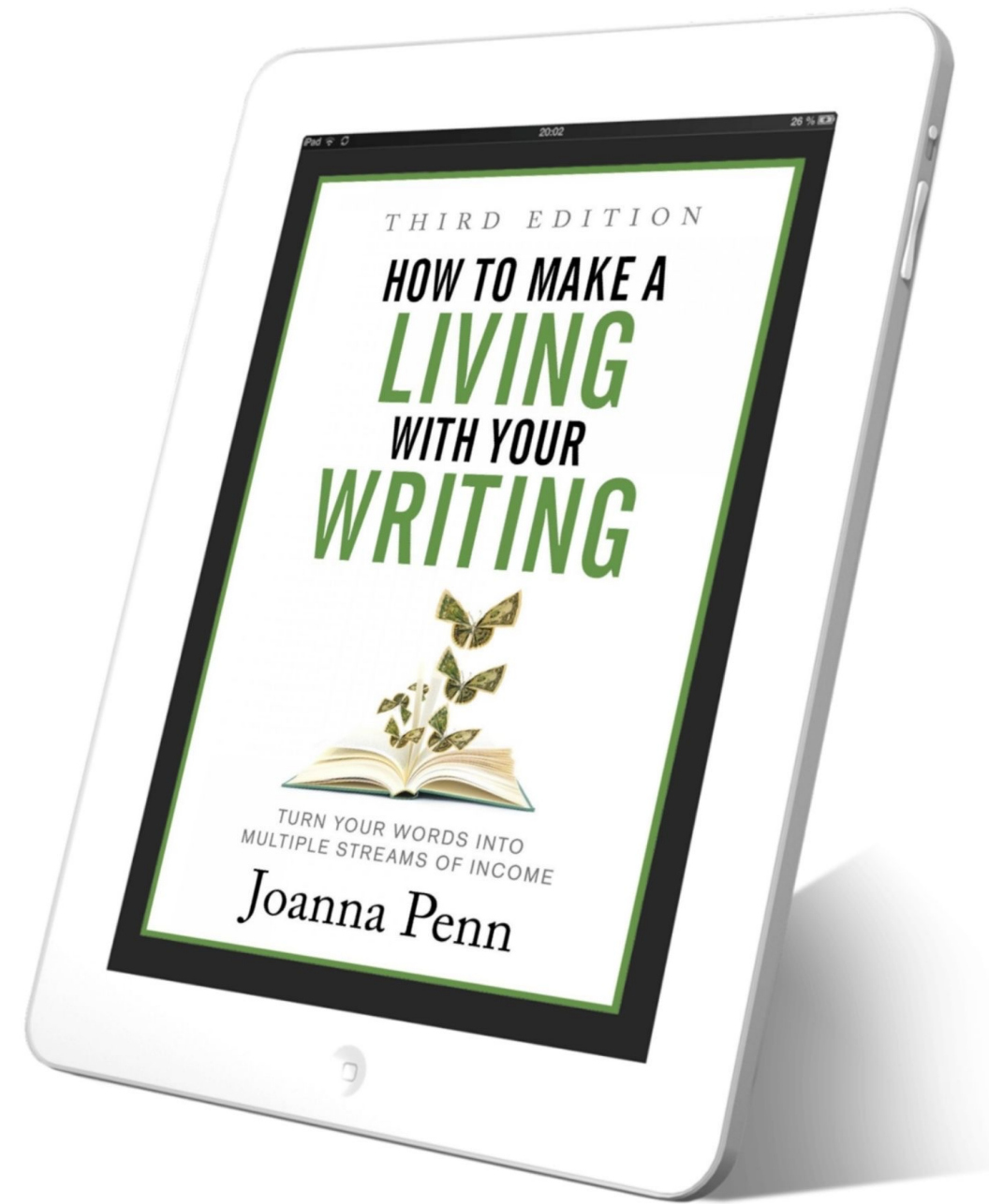
Felix Dennis was a poet,
an author, and a
publisher. His company
created *The Week*,
Maxim. He died a multi-
millionaire creative.

My recommended money books



<https://www.thecreativepenn.com/moneybooks/>


Are you making the most of your intellectual property assets?



Ebook, Paperback, Audiobook, Large print, Hardback, special editions, bundles, box-sets, courses, events, webinars, audio specials.

Think global with sales and marketing

172 countries purchased in



7,089,827
TOTAL SHOW LISTENS

A purple rectangular box containing a white headphones icon at the top, the number '7,089,827' in a large white font, and the text 'TOTAL SHOW LISTENS' in a smaller white font below it.

All Countries (228 total)



Selective rights licensing



Language e.g. English, French

Territory e.g. UK, North America, World

Format e.g. single voice audiobook

Length of time e.g. 10 years

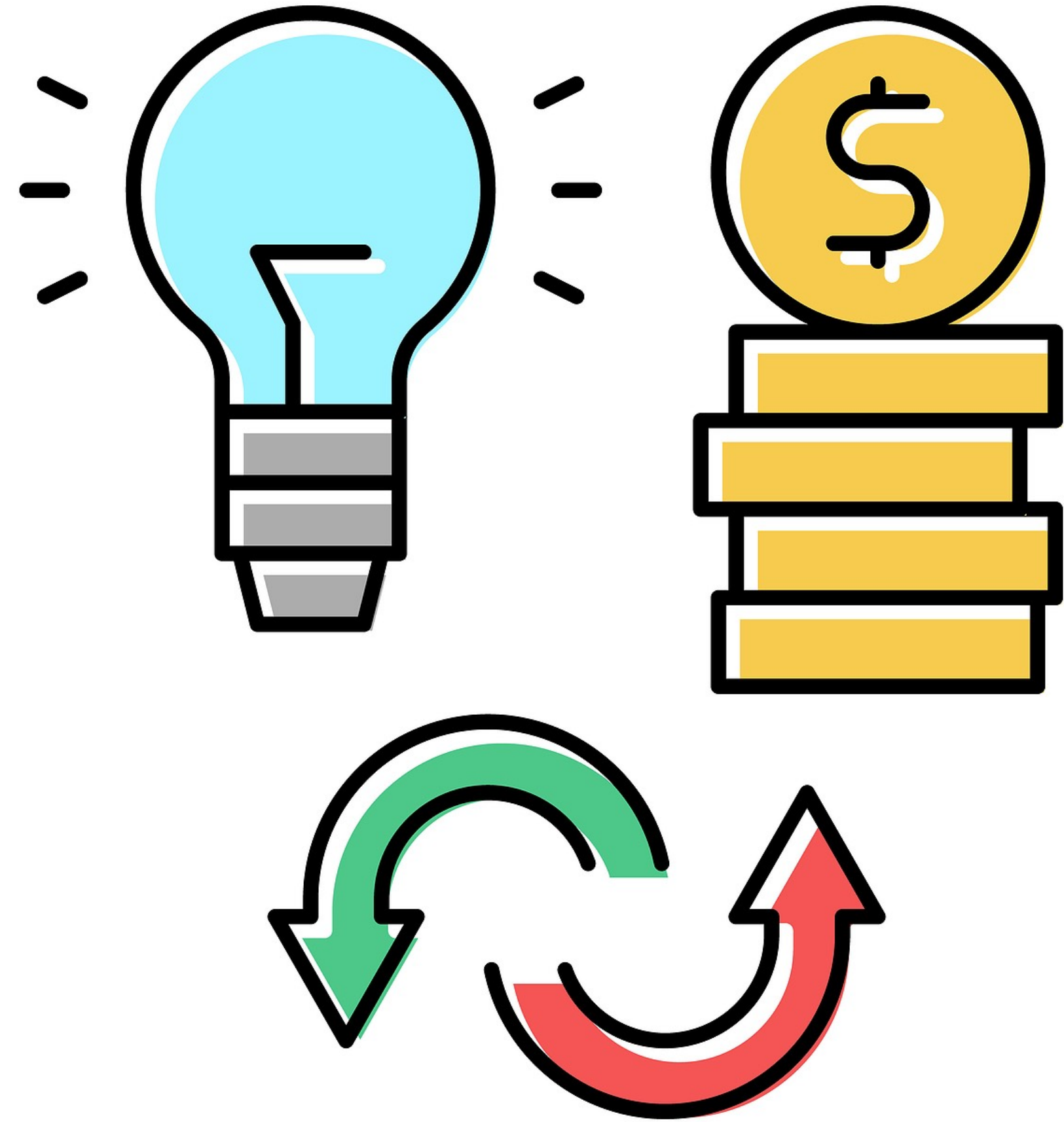
Subsidiary rights e.g. film, TV, gaming, events



How many intellectual property assets do you own *and control*?

What rights have you licensed for each?

Money and customer data





How much of the pie do you get? How much of every sale — for each book, each publishing choice?

How long does the money take to get to you?

How could you give yourself more options for ‘more money, faster money’?

What is customer data? Why do we want it?

Who bought your book?


What is their email address?

Where do they live? What is their physical address?

What else did they buy?

Are they on your email list? Can you tell them about your other books?

Who owns that data? Who owns that relationship?



The screenshot shows the Amazon.co.uk product page for the book "How to Make a Living with Your Writing" by Joanna Penn. The page is for the Kindle Edition, priced at £4.99. The book is part of the "Books for Writers" series, specifically Book 3 of 13. The cover features the title in green and black, with a butterfly illustration. The author's name, Joanna Penn, is at the bottom. The page includes a "Look inside" button, a "Read with Our Free App" button, and a "Do you want to make a living with your writing?" section. The top navigation bar shows the Amazon logo, delivery location (Bath BA1 6), and various menu options like "All", "Prime Video", "Best Sellers", "Books", "Morrison's", "Free Delivery", "Buy Again", "Amazon Business", "Gift Cards & Top Up", and "Shop".

amazon.co.uk prime Deliver to Joanna Bath BA1 6 All

All Prime Video Best Sellers Books Morrison's Free Delivery Buy Again Amazon Business Gift Cards & Top Up Shop

Kindle Books Kindle Unlimited Prime Reading Kindle Book Deals Best Sellers & more Free Reading Apps Kindle E-readers Newsstand Audible Aud

kindleunlimited More titles to e

Business, Finance & Law > Careers > Entrepreneurship

Look inside

THIRD EDITION
HOW TO MAKE A LIVING WITH YOUR WRITING

TURN YOUR WORDS INTO MULTIPLE STREAMS OF INCOME
Joanna Penn

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Do you want to make a living with your writing?
Do you want to turn your words into r

I'm Joanna Penn and I left my corporate job a decade ago to becom
Third Edition, I'll explain how I make a living with my writing and st

Trad pub

Agent

Publisher

Author

Distributor

Reader / consumer

Bookstore

Trad media

Traditional publishing model

(1) Ownership and control of intellectual property

=> License rights, most retain little control, don't understand IP

(2) Flow and speed of money

=> (Maybe) upfront advance based on their schedule, 6-months, unlikely to go on forever

(3) Ownership and control of customer data

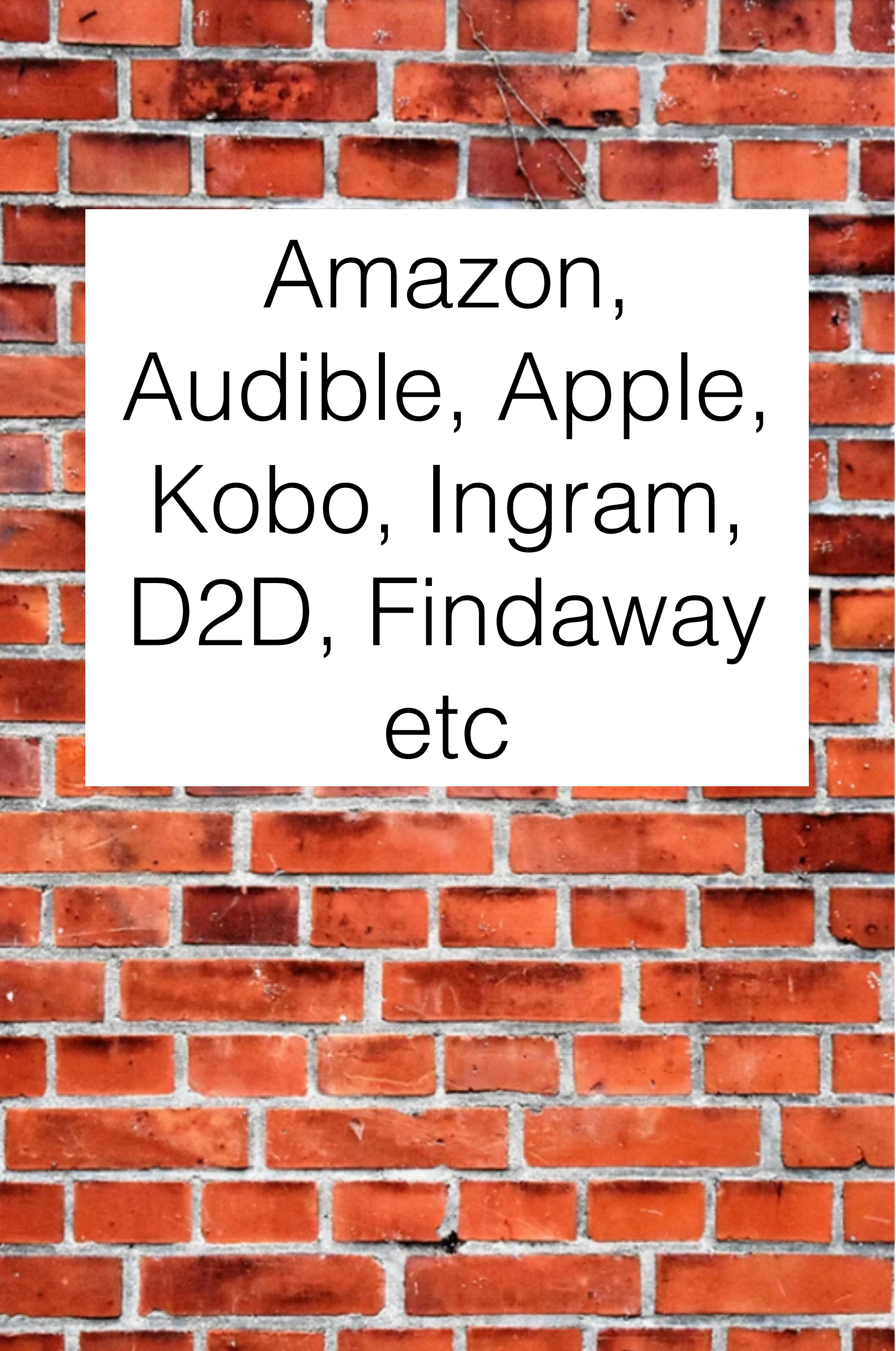
=> None. You don't know who they are unless you have a list. The publisher likely doesn't know either.

(4) Power and permission

=> Agent & publisher have the power, and limit your permission based on contractual terms

Most indie
authors

Author



Amazon,
Audible, Apple,
Kobo, Ingram,
D2D, Findaway
etc

Reader / consumer

Most indie authors

(1) Ownership and control of intellectual property

=> Don't understand IP; don't create much of it or use it all; Limit themselves with exclusivity

(2) Flow and speed of money

=> 60-90 days depending on the platform; minus platform costs + ads

(3) Ownership and control of customer data


=> None. You don't know who they are unless you have an email list. The platforms keep the data information.

(4) Power and permission

=> You have permission, but you don't have power. The platforms can remove access at any time. *Is this even independent?*

Small % of
indie authors

Author



Amazon,
Audible, Apple,
Kobo, Ingram,
D2D, Findaway
etc

Reader / consumer



Direct sales

Small percentage of indie authors (many of you?!)

(1) Ownership and control of intellectual property

=> Understand IP and control and use it effectively; selective licensing (some hybrid deals)

(2) Flow and speed of money

=> 60-90 days depending on the platform; minus platform costs + ads; Added in immediate payment direct sales platform;

(3) Ownership and control of customer data

=> You have an email list so you can reach some readers. Your direct sales gives you some customer data. But most is still locked up by the platforms.

(4) Power and permission

=> You have permission, and you have more power. But the platforms can remove access at any time, and that's your main income.

Creator Economy

Amazon, Audible, Apple,
Kobo, Ingram, D2D,
Findaway etc etc

Author

Direct sales

Reader / consumer

Creator Economy model

(1) Ownership and control of intellectual property

=> Understand IP and control and use it effectively; selective licensing (some hybrid deals)

(2) Flow and speed of money

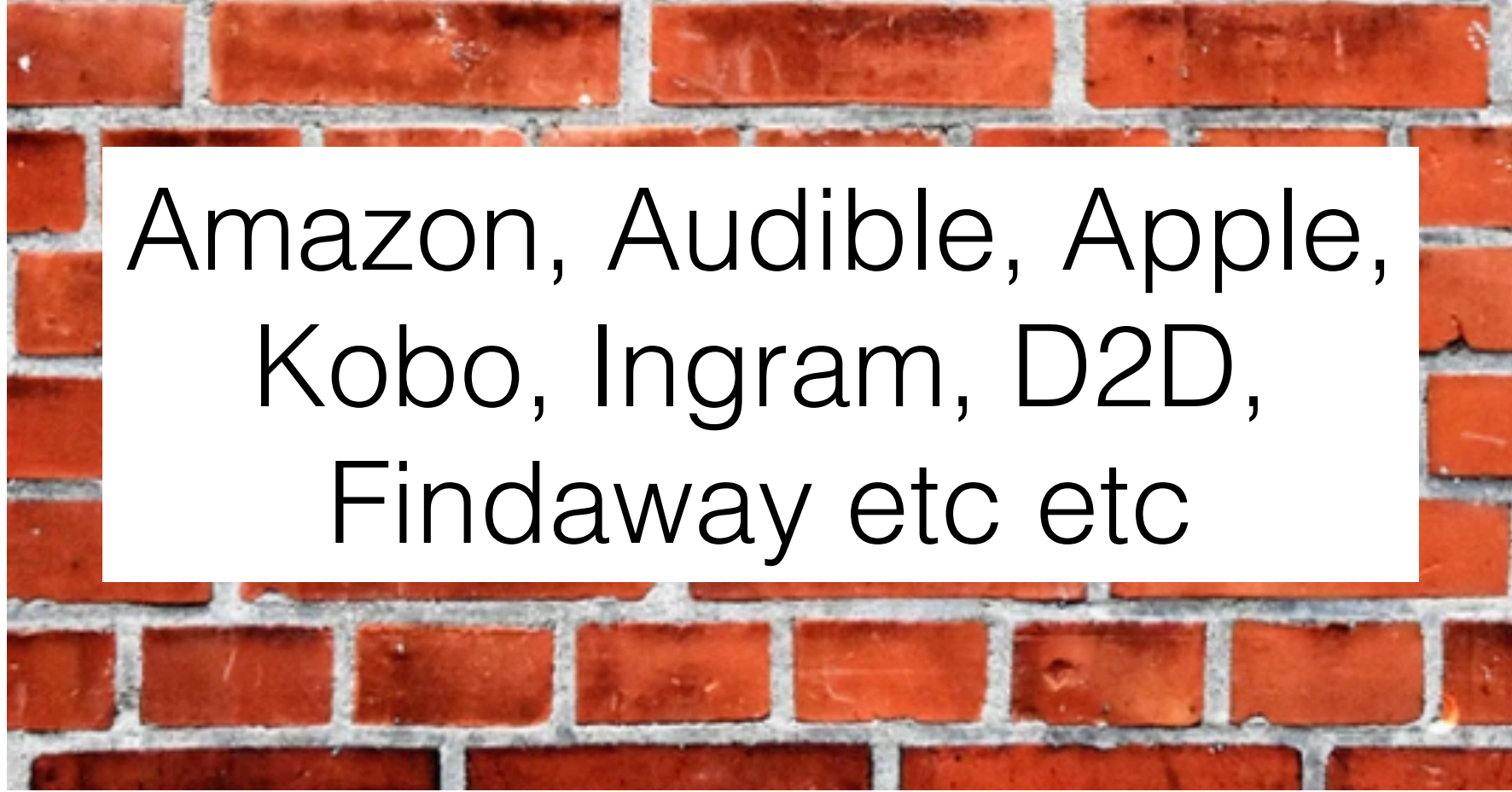
=> Primary focus on immediate payment. Plus, 60-90 days depending on the platform; minus platform costs + ads

(3) Ownership and control of customer data

=> Direct sales platform gives you customer data. A smaller % is locked up in platforms.

(4) Power and permission

=> You have permission, and you have the majority of the power. The platforms can remove access at any time, but it's not your main income.



Amazon, Audible, Apple,
Kobo, Ingram, D2D,
Findaway etc etc

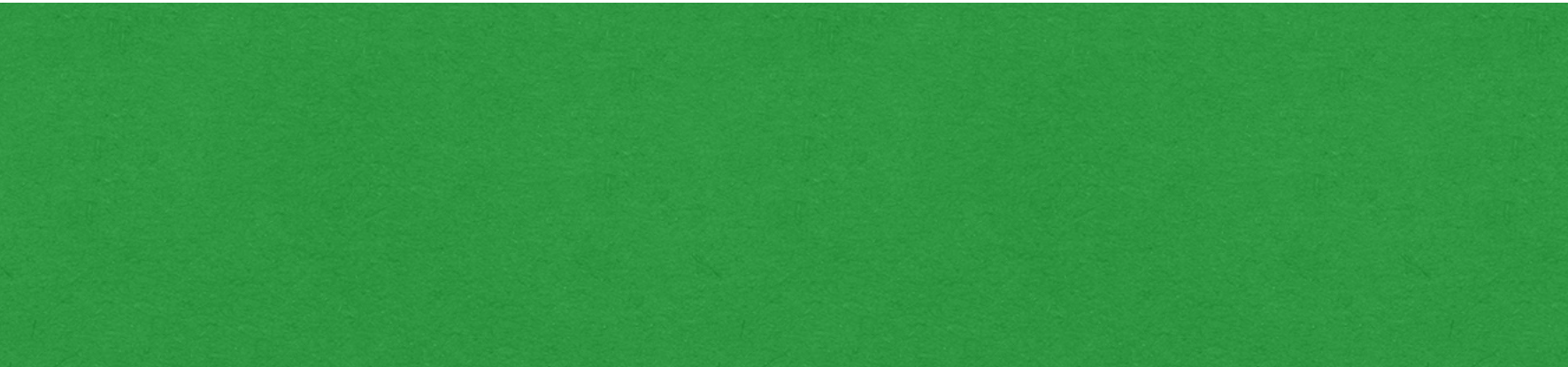
Author



Direct sales

Reader / consumer

How can we move at least some of our author business
toward this model?



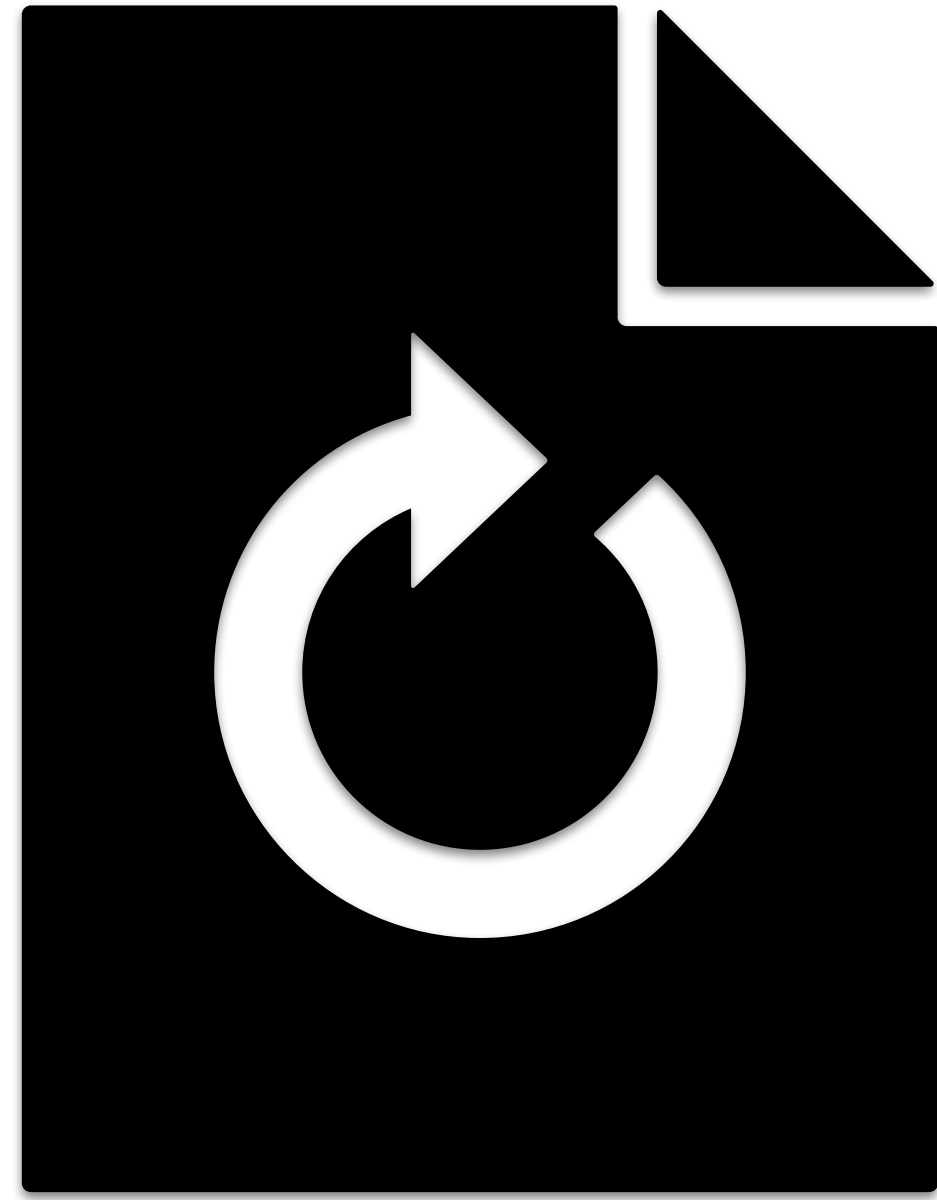
Empowered author mindset





The Empowerment of the Creator

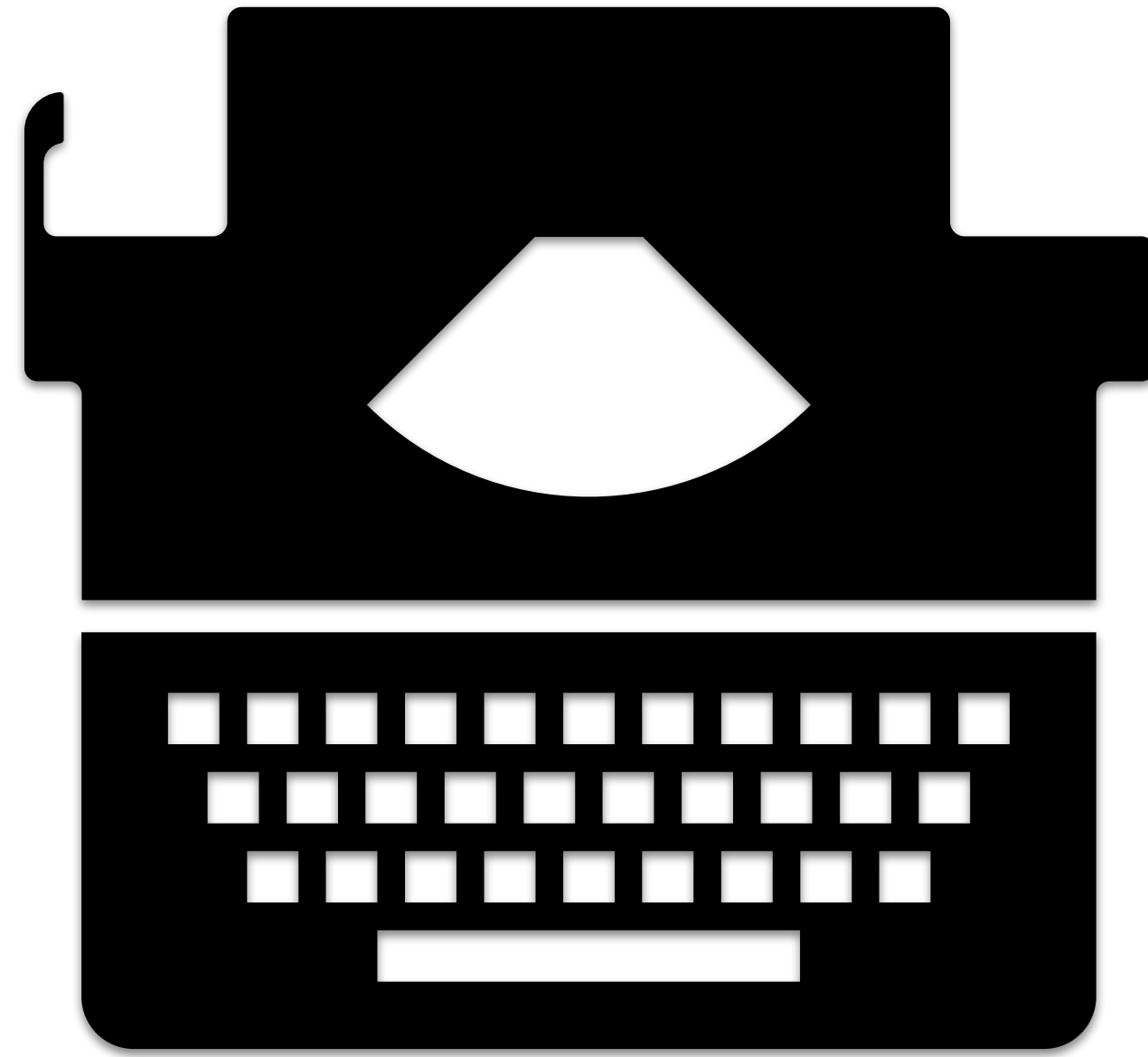
"I create and
license valuable
intellectual property
assets"



The opportunities of the Creator Economy are a chance to ***redesign your business*** around the life you choose.

It's ***YOUR*** Creator Economy. But only if you take control.

The Creator Economy re-centres You, the Creator.



Stop waiting for someone to choose you.

Stop asking permission.

Do your research. Look at your choices. Make decisions about your IP and business.

Reflect on each of the four principles.
What is your situation right now for
each one?

- (1) Ownership and control of
intellectual property
- (2) Flow and speed of money
- (3) Ownership and control of customer
data
- (4) Power and permission =>
empowered author mindset

Where would you like it to be in 10
years time?

